

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Media Strategies & Research**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 544057 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u>
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 09/21/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Local WTKR House	<u>Sales Office</u> Norfolk
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 6.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	3	10/22/12	10/28/12	NewsChannel 3 News	5-6am		:30				NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$165.00	0.00			
2	3	10/22/12	10/28/12	NewsChannel 3 News	6-7am		:30				NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$220.00	0.00			
3	3	10/22/12	10/28/12	CBS This Morning	7-9a		:30				NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$140.00	0.00			
4	3	10/22/12	10/28/12	CBS Sunday Morning	9-1030am		:30				NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$470.00	0.00			
5	3	10/24/12	10/24/12	Let's Make A Deal 9am	9-10am		:30				NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$470.00	0.00			
6	3	10/22/12	10/28/12	Price Is Right	11am-12n		:30				NM	0	\$0.00
7	3	10/22/12	10/25/12	NewsChannel 3 News	12n-1230pm		:30				NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M--T---				2	\$210.00	0.00			
8	3	10/22/12	10/26/12	Ellen Degeneres 3pm	3-4pm		:30				NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--				2	\$270.00	0.00			
9	3	10/22/12	10/28/12	NewsCha 3 News First @ 4p	358-5pm		:30				NM	4	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$315.00	0.00			
10	3	10/22/12	10/28/12	NewsChannel 3 News	5-530pm		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-T---				3	\$400.00	0.00			
11	3	10/22/12	10/28/12	NewsChannel 3 News	530-6pm		:30				NM	4	\$1,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-TF--				4	\$470.00	0.00			
12	3	10/22/12	10/28/12	NewsChannel 3 News	6-630pm		:30				NM	3	\$1,770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
544057 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/12 - 10/28/12	Kaine for Senate 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kaine/D/Senate	09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWT---				3	\$590.00	0.00			
E 13	3	10/22/12	10/28/12	7-730pm	7-730pm		:30				NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T---				2	\$485.00	3.00			
E 14	3	10/26/12	10/26/12	The Insider	730p-8pm		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$485.00	0.00			
E 15	3	10/22/12	10/28/12	Thursday Prime	8-9pm		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$2,100.00	0.00			
D 16	3	10/22/12	10/28/12	Tuesday Prime	9-10pm		:30				NM	0	\$0.00
E 17	3	10/22/12	10/28/12	Wednesday Prime	10-11pm		:30				NM	1	\$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,765.00	0.00			
E 18	3	10/25/12	10/25/12	Thursday Prime	9-10pm		:30				NM	1	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,540.00	0.00			
E 19	3	10/22/12	10/28/12	Sunday Prime	8-9pm		:30				NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,275.00	0.00			
E 20	3	10/22/12	10/28/12	Late News (M-F)	11-1135p		:30				NM	5	\$3,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$755.00	0.00			
E 21	3	10/22/12	10/28/12	Late News (Sa-Su)	11-1135p		:30				NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$295.00	0.00			
E 22	3	10/22/12	10/28/12	Late News (Sa-Su)	11-1135p		:30				NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$295.00	0.00			
E 23	3	10/22/12	10/28/12	Late Night with David Letterman	1135pm-1237am		:30				NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-W-F--				3	\$165.00	0.00			
V 24	3	10/22/12	10/28/12	Price Is Right	11am-12n		:30				NM	3	\$1,695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-W-F--				3	\$565.00	0.00			
<b>Totals</b>											6.00	55	\$25,325.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	55	\$25,325.00	\$21,526.25
<b>Totals</b>	55	\$25,325.00	\$21,526.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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